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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Richard D. Ellis et al.  
Application No. : 09/998,901  
Filed : November 29, 2001  
For : METHOD AND SYSTEM FOR DYNAMICALLY  
INCORPORATING ADVERTISING CONTENT INTO  
MULTIMEDIA ENVIRONMENTS

Docket No. : 120073.424  
Date : May 28, 2002

Box Missing Parts  
Commissioner for Patents  
Washington, DC 20231

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents:

In accordance with 37 C.F.R. §§ 1.56 and 1.97 through 1.98, applicants wish to make known to the Patent and Trademark Office the references set forth on the attached form PTO-1449 (copies of the cited references are enclosed). As to any reference supplied, applicants do not admit that it is "prior art" under 35 U.S.C. §§ 102 or 103, and specifically reserve the right to traverse or antedate any such reference, as by a showing under 37 C.F.R. § 1.131 or other method. Although the aforesaid references are made known to the Patent and Trademark Office in compliance with applicants' duty to disclose all information they are aware of which is believed relevant to the examination of the above-identified application, applicants believe that their invention is patentable.

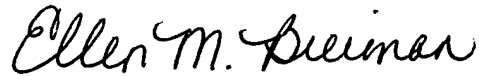


Please acknowledge receipt of this Information Disclosure Statement and kindly make the cited references of record in the above-identified application.

Respectfully submitted,

Richard D. Ellis et al.

Seed Intellectual Property Law Group PLLC



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Enclosures:

Postcard

Form PTO-1449

Cited References (3)

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FORM PTO-1449  
(REV. 7-80)U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.  
120073.424APPLICATION NO.  
09/998,901

## INFORMATION DISCLOSURE STATEMENT

(Use several sheets if necessary)

APPLICANTS

Richard D. Ellis et al.

FILING DATE

November 29, 2001

GROUP ART UNIT

## U.S. PATENT DOCUMENTS

*EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AA	5,946,664	08/31/99	Ebisawa	705	14	
	AB	6,036,601	03/14/00	Heckel	463	42	
	AC						
	AD						
	AE						
	AF						
	AG						
	AH						
	AI						
	AJ						

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION	
					YES	NO
	AK					
	AL					
	AM					
	AN					
	AO					

## OTHER PRIOR ART (Including Author, Title, Date, Pertinent Pages, Etc.)

	AP		Intihar, "OLA Offers New Form of Advertising," <i>GameWeek Online</i> , October 2, 2000.
	AQ		
	AR		

EXAMINER

DATE CONSIDERED

\* EXAMINER: Initial if reference considered, whether or not criteria is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).